Please amend the claims as follows:

3. (Twice Amended) A method of processing signals to <u>select at least one stored</u> <u>subscriber datum with independent receiver specific relevance at a receiver station and</u> deliver at [a] <u>said</u> receiver station a receiver specific programming presentation, said receiver station having a computer and an output device, wherein said computer has a memory location for storing data and said output device outputs one of video, audio, and hardcopy, said method comprising the steps of:

receiving an information transmission from a remote station and passing at least a portion of said information transmission to said computer, said information transmission including data and at least one instruct signal;

detecting an instruct-to-select signal in said information transmission;

processing said data at said computer and selecting a plurality of subscriber data;

storing said selected plurality of subscriber data at said memory location;

receiving mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting <u>said</u> at least one stored subscriber datum to output; and

outputting at least one of a simultaneous presentation and a sequential presentation of said mass medium programming and said selected at least one stored subscriber datum.

13. (Three Times Amended) A method of controlling a plurality of receiver stations, each of [of] said plurality of receiver stations including one of a broadcast signal converter and a cablecast signal converter, a signal detector, a processor, wherein each of said plurality of receiver stations is adapted to detect the presence of at least one

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control signal and programmed to process downloadable code, <u>each of said plurality of receiver stations selecting at least one stored subscriber datum with independent receiver specific relevance,</u> said method comprising the steps of:

(1)   receiving at a transmitter station said downloadable code which is effective at at least one of said plurality of receiver station<u>s</u> to select <u>said</u> at least one subscriber datum for at least one of simultaneous presentation and a sequential presentation of said at least one subscriber datum with mass medium programming, wherein said downloadable code has a target processor to process data at each of said plurality of receiver stations;

(2)   transferring said downloadable code from said transmitter station to a transmitter;

(3)   receiving said at least one control signal at said transmitter station, said at least one control signal operating to execute said downloadable code; and

(4)   transferring said at least one control signal from said transmitter station to said transmitter and transmitting an information transmission including said downloadable code and said at least one control signal .

17. (Twice Amended)   A method of gathering information on the use of at least one of a resource and a control signal at a receiver station, said receiver station having a processor<u>, at least one stored subscriber datum with independent receiver specific relevance,</u> and a controlled device, wherein said receiver station transfers said gathered information to a remote station, said method comprising the steps of:

(1)   identifying at least one of:

(a)   said resource to select for at least one of simultaneous presentation and sequential presentation with mass medium programming; and

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(b)   said control signal which is effective to select <u>said</u> at least one subscriber datum for said at least one of simultaneous presentation and sequential presentation with said mass medium programming;

(2)   monitoring said identified at least one of said resource and said control signal;

(3)   storing a record of the use of said at least one of said resource and said control signal from said step of monitoring; and

(4)   communicating information evidencing said use of said identified at least one of said resource and said control signal from said step of storing from said receiver station to the remote station.

19. (Twice Amended)   A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium programming material to at least one receiver station, <u>said at least one receiver station having at least one stored subscriber datum with independent receiver specific relevance,</u> with said remote intermediate mass medium programming transmitter station including one of a broadcast transmitter and a cablecast transmitter for transmitting said mass medium programming, a plurality of selective transfer devices each operatively connected to said one of said broadcast transmitter and said cablecast transmitter for communicating said mass medium programming, a mass medium programming receiver for receiving said mass medium programming from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said selective transfer devices, and with said remote transmitter station adapted to detect the presence of at least one control signal , to control the communication of said mass medium programming in response to said at least one control signal , and to deliver at   said one of said broadcast transmitter and

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said cablecast transmitter said mass medium programming, said method comprising the steps of:

(1)   receiving at said at least one origination transmitter station said mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and delivering said mass medium programming to at least one origination transmitter, said mass medium programming having an instruct signal which is effective at said at least one receiver station to select _said_ at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming;

(2)   receiving said at least one control signal which at the remote intermediate mass medium programming transmitter station operates to control the communication of said mass medium programming; and

(3)   transmitting said at least one control signal from said at least one origination transmitter before a specific time.

22. (Twice Amended)   A method of controlling at least one of a plurality of receiver stations, each of said plurality of receiver stations including a mass medium programming receiver, a signal detector, at least one computer or processor, at least one stored subscriber datum with independent receiver specific relevance, wherein each of said plurality of receiver stations is adapted to detect the presence of at least one control signal and to input a subscriber reaction to an offer communicated in mass medium programming, said method comprising the steps of:

(1)   receiving at least one of a code and a datum at a transmitter station, said at least one of said code and said datum designating at least one of:

(a)   a product and a service offered in said mass medium programming; and

(b)   said subscriber reaction;

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(2)   receiving at said transmitter station an instruct signal which is effective at said at least one of said plurality of receiver stations to select <u>said</u> at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming;

(3)   transferring at least one of said at least one of said code and said datum and said instruct signal to a transmitter at said transmitter station at a specific time; and

(4)   transmitting said at least one of said at least one of said code and said datum and said instruct signal from said transmitter station.

27. (Twice Amended)   A method of controlling at least one of a plurality of receiver stations each of said plurality of receiver stations including one of a broadcast signal receiver and a cablecast signal receiver, at least one processor, <u>at least one stored subscriber datum with independent receiver specific relevance,</u> and a signal detector, wherein said signal detector is adapted to receive signals from one of a broadcast signal and a cablecast signal, and wherein said at least one processor is programmed to respond to signals from said signal detector, said method comprising the steps of:

(1)   receiving at one of a broadcast transmitter station and a cablecast transmitter station at least one instruct signal which is effective at said at least one of said plurality of receiver stations to select <u>said</u> at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with mass medium programming;

(2)   transferring said at least one instruct signal from said one of said broadcast transmitter station and said cablecast transmitter station to a transmitter;

(3)   receiving at least one control signal at said one of said broadcast transmitter station and said cablecast transmitter station, wherein said at least control signal identifies at least one specific receiver station [in] <u>device to</u> which said at least one instruct signal is addressed; and

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(4)   transferring said at least one control signal from said one of said
broadcast transmitter station and said cablecast transmitter station to said transmitter,
said one of said broadcast transmitter station and said cablecast transmitter station one
of broadcasting and cablecasting said at least one instruct signal and said at least one
control signal to said at least one of said plurality of receiver stations.

35. (Twice Amended)   A method for mass medium programming promotion
and information delivery for use with an interactive television viewing apparatus
capable of storing at least one subscriber datum with independent interactive television
viewing apparatus specific relevance, said method comprising the steps of:

displaying television programming that promotes mass medium programming,
said interactive television viewing apparatus having an input device to receive input
from a subscriber;

prompting said subscriber during said television programming whether said
subscriber wants said mass medium programming promoted in said step of displaying,
said interactive television viewing apparatus having a memory for storing at least one
of a code and a datum;

receiving a reply from said subscriber at said input device in response to said
step of prompting said subscriber, said interactive television viewing apparatus having
a processor for processing said subscriber reply;

processing said reply from said step of receiving said reply and selecting at least
a portion of said at least one of said code and said datum designating said mass
medium programming, said interactive television viewing apparatus having a
transmitter for communicating information to a remote station;

communicating said selected at least a portion of said code and said datum to
said remote site, said interactive mass medium output apparatus and said remote site
including a network having a plurality of transmitter stations;

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assembling, in said network, <u>at least</u> a first signal which is effective at said interactive television viewing apparatus to deliver <u>said</u> at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming, said interactive television viewing apparatus having a receiver for receiving said first signal from said remote station;

delivering said <u>at least said</u> first signal at said interactive television viewing apparatus; and

outputting said at least one subscriber datum in at least one of a simultaneous presentation and a sequential presentation with said mass medium programming on the basis of said <u>at least said first signal</u> .

39. (Twice Amended)   A method for mass medium programming promotion and delivery for use with an interactive mass medium programming output apparatus <u>capable of storing at least one subscriber datum with independent interactive mass medium programming output apparatus specific relevance, said method</u> comprising the steps of:

displaying mass medium programming that promotes a specific fashion of presenting information to one of complete and supplement said mass medium programming, said interactive mass medium programming output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium programming whether said subscriber wants said information to one of complete and supplement said mass medium programming presented in said specific fashion promoted in said step of displaying, said interactive mass medium programming output apparatus having an output device for outputting information in said specific fashion;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium programming output

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apparatus having a processor for processing said subscriber reply and controlling delivery of said mass medium programming in response to instructions;

delivering said instructions at said interactive mass medium programming output apparatus in response to said step of receiving said reply, said instructions controlling said interactive mass medium programming output apparatus;

processing said instructions from said step of delivering, said instructions effective to select <u>said</u> at least one subscriber datum for at least one of simultaneous presentation and sequential presentation with said mass medium programming; and

presenting said information to one of complete and supplement said mass medium programming in said specific fashion on the basis of said instructions.

43. (Twice Amended) A method of controlling a receiver station including <u>at least one stored subscriber datum with independent receiver specific relevance,</u> <u>comprising</u> the steps of:

detecting one of a presence and an absence of one of a broadcast control signal and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting;

controlling said processor to output specific information in response to said instruct-to-react signal; and

selecting <u>said</u> at least one datum for at least one of simultaneous and sequential presentation with mass medium programming on the basis of information received from said processor based on said step of controlling said processor.